Report by Application

Application	User Sessions	Unique Users	Average time on Application
Click a Toy	50	40	103 sec
Romancing America	59	46	453 sec
Camping	63	43	239 sec

Report by Application

FIG. 1

Application	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Click a Toy	1000	1699	2110	1150	1200	1324	2455
Gear View	1201	2320	1340	2409	520	1622	2340
Romancing America	994	1999	2200	850	1000	1624	2555
Total	3195	6018	5650	4409	2720	4570	7350

Report by day of week - table

FIG 2

Most Popular Video Enhanced Pages [VEP]

Type	Name	Video Views	User Sessions	Unique Users	Average Time per view (sec)

301   302   303   304   305   306

FIG. 3

Top Path Through Application

User Sessions	Unique Users	% of Total	Total time(s)	
100	81	24.1	5	
31	18	8.8	18	
24	23	6.2	66	
17	16	4.1	64	

401   402   403   405

FIG. 4

Video Enhanced Page (VEP) Detail: Click a Toy

520 530 504 505

Previous VEPs				VEP	Next VEPs			
	User Sessions	Time on (s)	% of total	main aisle	Exit Path	Time on (s)	User Sessions	% of Total
store Front	92	22	99	main aisle Page				
map	20	5	23	map →	map view	5	119	20
lego aisle	71	12	35	back →	main aisle	11	33	35
Toddler aisle	61	10	41	main aisle video				
				cars →	car aisle	10	9	10
				toddlers → lego	Toddler aisle	7	9	10
				→	lego aisle	6	10	11
				exit from side				

501 502 503

FIG. 5

Hotspot	Media	Overlay	Views	Mouse Entries	Clicks	Clicks / Views %	Mouse Entries /Views %	Clicks / Mouse Entries %	Avg. Time
Lego	Main Aisle	Filter: Highlight	800	1500	1000	30	60	50	00:02:30
Toddlers	Main Aisle	Image: Todd.gif							
Lego	Lego Aisle	—							
Back	Lego Aisle	Filter: Translucent							

601 602 603 611 604 605 606 607 608 609 610

FIG. 6

701 702 703 704 705 706

Image	Size	Click-through URL	Views	Click-through	Click-through %	Avg. time
Shampoo.gif	30×81	http://pantene.com/index.htm	40(30)	10(10)	25(33)	00:01:03
Bonzo.gif	95×03	http://dogs.com	50(20)	20(10)	40(50)	00:00:09

707 708 709

Hotspot Name	Media Name	Ad Server URL
Shampoo	Aisle 1	http://myaddserver1?Parml=rr&parm2=ttt
Dog	Aisle 2	http://myaddserver1?Parml=rr&parm2=ttt

FIG. 7